



EVENT MANAGEMENT

**2010/11 EHF COURSE
for DELEGATES**

European Handball Federation

Event Management



GENERAL

- approx. 1000 matches per year
- EHF brand – competitions on high level
- EHF brand – top quality organisation
- harmonisation guidelines
- uniform appearance – create a **PRODUCT**
- EHF Event Management Toolkit

MISSION

- **DEL / REF** represent the blue and yellow brand
- supervisor of the whole framework
- mediator in conflicts
- experience, knowledge, **COURAGE AND AUTHORITY**

The EHF delegate is the event manager

Event Management



DELEGATE = EVENT MANAGER

- duty: run the event, observe and evaluate the referees
- EHF selection process – qualities, skills
- COMMUNICATION

DELEGATE – OBLIGATIONS TOWARDS EHF

- optimize conditions for everybody
- carry-out matches in a proper way
- organise communication between parties involved

THE EVENT

- safety, security
- hall, hotel inspection
- media contacts – TV, press, etc.
- technical meeting, security meeting
- match preparation / the match / event report

Event Management



THE DAY BEFORE

- contact local organiser, guest team
- take care of referees
- check hall, hotel of guest team
- organise and hold technical meeting, e.g. security meeting
- handle finances together with the organiser (REF, DEL)

THE MATCH DAY

- follow-up open issues
- prepare documents
- supervise arrival of guest team
- check equipment table, match report, etc.
- contact floor manager
- supervise exit teams, officials
- send result to EHF hotline (Halftime and Final Result, number of spectators)
- send match report by fax or e-mail
- check further programme
- talk with referees
- analyse the event together with the organiser

Event Management



RUN DOWN AT THE VENUE

- introduce meeting with organiser
- set up time-line for the whole event
- organise and run inspections
- prepare meetings – Technical Meeting, Security Meeting
- meet the host broadcaster – if foreseen
- meet the EHF Marketing Supervisor – in case there is one
- brief floor manager, timekeeper, scorekeeper
- brief announcer (fairness!), mopping crew
- check emergency exits, take measures
- meet security staff
- take care about anthems: National Team yes, European Cup no

TV AND ADVERTISING

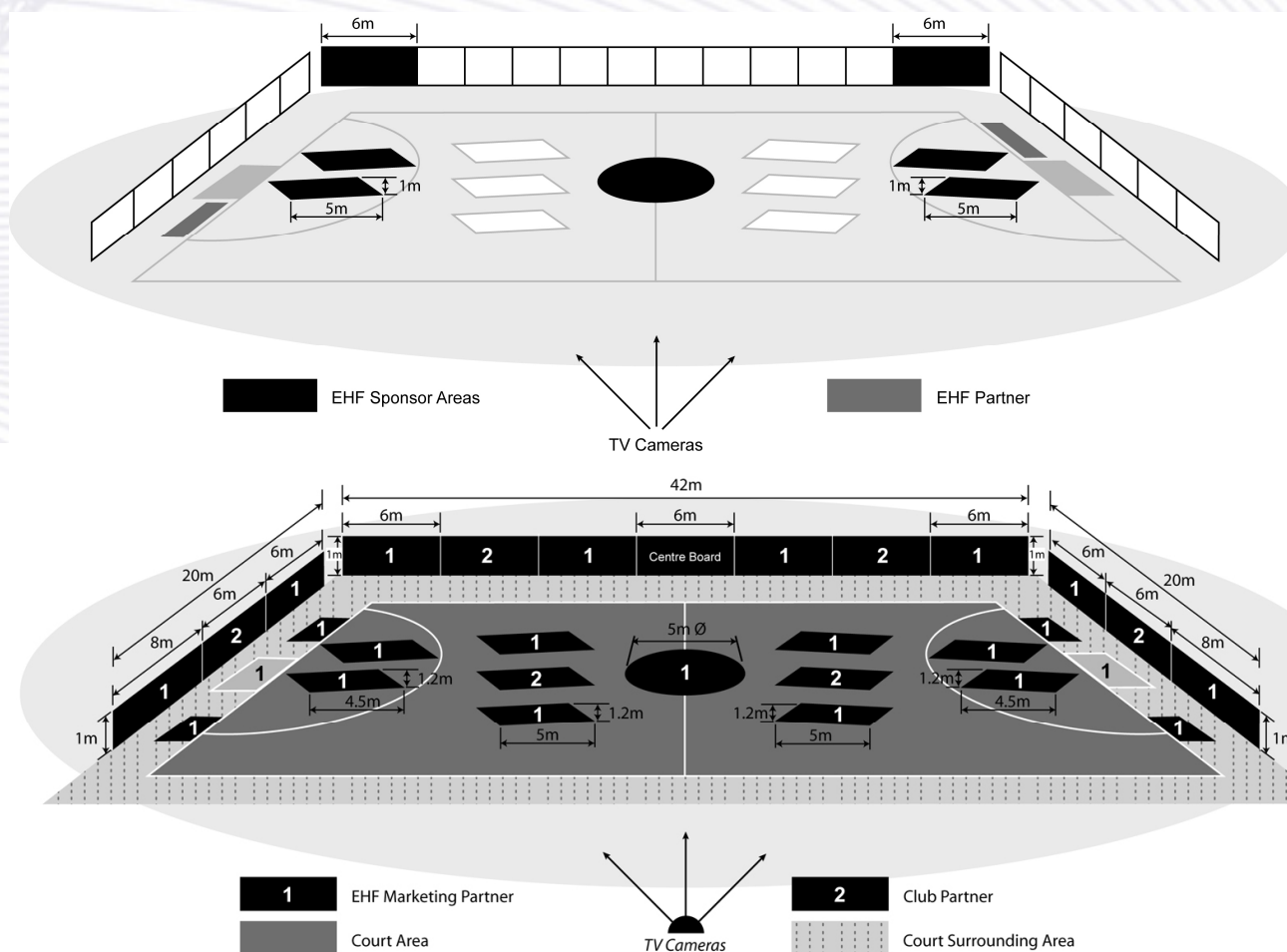
- brief host broadcaster
- check EHF advertising
- advertise visibility, exclusivity
- check number/place of floor advertising
- check hospitality activities
- look at the examples for the 2008-2009 Men's Champions League

European Handball Federation

Event Management



EHF ADVERTISING



WCL

Qualification Tournaments,
Group Matches, Main
Round and 1/2 Finals

MCL

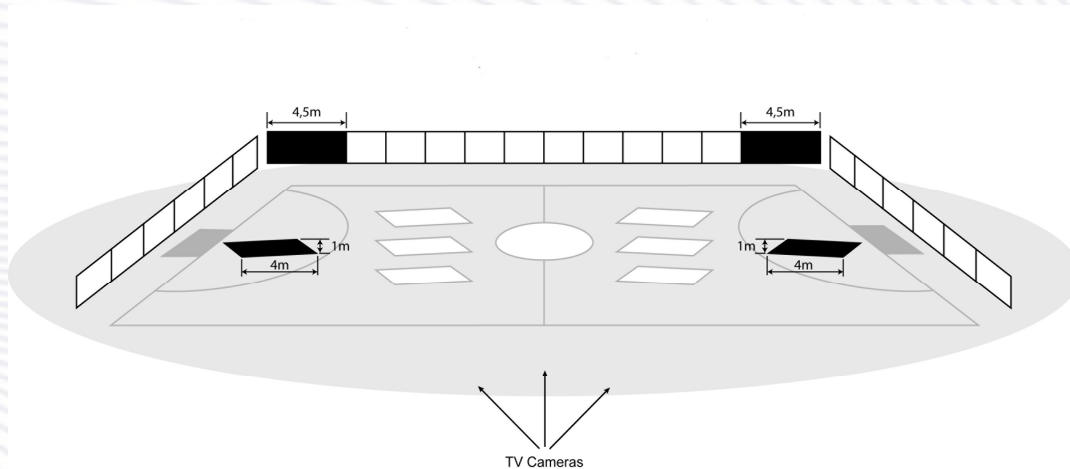
Qualification and Wild
Card Tournaments,
Group Phase, Last 16
and 1/4 Finals

European Handball Federation

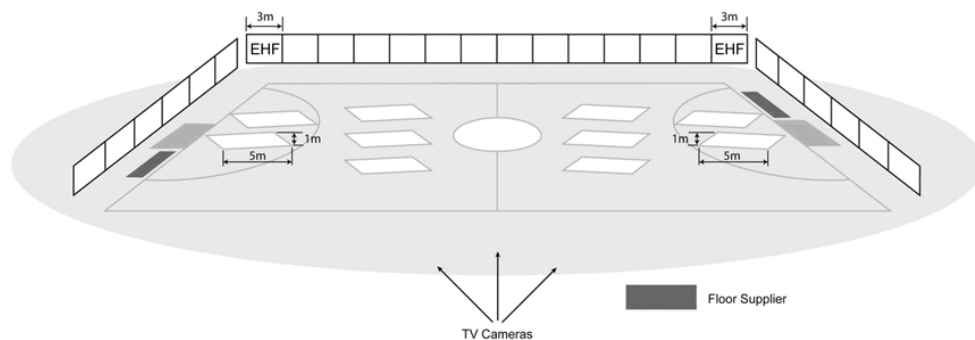
Event Management



EHF ADVERTISING



EC (except finals)



M + W EURO Quali

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